

ORDER



Orders
Order / Rev: 44224
Alt Order #: 08831245
Product Desc: DCCC
Estimate: 1193
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 07/20/12 / 09/13/12
Order Type: CIA - O

KUCW-TV
Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	6	\$3,275.00	\$2,783.75
10/29/12	10/29/12	1	\$30.00	\$25.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$3,275.00	\$2,783.75	0.00
November 2012	1	\$30.00	\$25.50	0.00
Totals	7	\$3,305.00	\$2,809.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KUCW-TV	2%	\$3,305.00
Market	100%	\$165,250.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	27%	\$44,617.50
KSTU	24%	\$39,660.00
KTVX	19%	\$31,397.50
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	26%	\$42,965.00
UNKWN	2%	\$3,305.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/29/12	10/29/12	M-F 8a-9a CW-GMU	CM	830a-9a	M-----	:30	1	\$30.00	P-1	0.00	NM	1	\$30.00
ABC4 NEWS @830A ON CW3 8:30 AM-9:00 AM (8:30 AM-9:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1			\$30.00		0.00			
E 2	KUCW	10/23/12	10/26/12		CM	6p-630p	-TWTF--	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00

Order / Rev: 44224
 Alt Order #: 08831245
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Democratic Congressional Campaign Co
 Product Desc: DCCC
 Estimate: 1193

KUCW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6p-630p											
				M-F 6p-630p											
TWO AND HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -			1		\$700.00		0.00				
E 3	KUCW	10/23/12	10/26/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- TWTF - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
THE BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -			2		\$800.00		0.00				
E 5	KUCW	10/28/12	10/28/12	Su 9p-930p Su 9p-930p	CM	9p-930p	- - - - - S	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
THE BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S			1		\$350.00		0.00				
E 6	KUCW	10/28/12	10/28/12	Su 10p-1030p Su 10p-1030p	CM	10p-1030p	- - - - - S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S			1		\$325.00		0.00				
N 7	KUCW	10/27/12	10/27/12	Sa 5p-530p Sa 5p-530p	CM	5p-530p	- - - - - 1-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - 1-			1		\$300.00		0.00				
													Totals	7	\$3,305.00